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EXTENSION SERVICE
Review

County-State Relations Issue

SEPTEMBER 1957



EXTENSION SERVICE *Review*

Official monthly publication of
Cooperative Extension Service:
U. S. Department of Agriculture
and State Land-Grant Colleges
and Universities cooperating.

The *Extension Service Review* is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The *Review* offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the *Review* serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

Vol. 28

September 1957

No. 9

Prepared in
Division of Information Programs
Federal Extension Service, USDA
Washington 25, D. C.

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EAR TO THE GROUND

Our theme this issue is county-State relations—more precisely what aid can counties call for from States? Certainly one part of extension work which depends heavily on close teamwork is the contact between county staffs and their State office. Another is the dependence of county staffs and local leaders and cooperators on each other. In both cases folks show some fine teamwork.

Illustrating the theme of county-State teamwork, you'll find articles on public policy, rural health, Farm and Home Development, visual aids, 4-H, and scientist-Extension-farmer relations. In these widely differing examples other cooperating groups often join forces with county and State extension services. Might just be you can find an idea or two in this issue!

Would you believe it? During July—just one month—while I served as temporary editor, the staff worked on issues for September, October, November, December, and even next January. Work included everything from preliminary planning of the January issue to brainstorming art

ideas for this September issue. Busy and interesting!

Next issue you'll find a new, permanent editor's name on this page. He's Ed Roche, native of New York State and journalism graduate of Syracuse University there. He has edited several farm organization monthly magazines and, most recently, the monthly professional *Forest Products Journal* at Madison, Wisc. He's 35 years old and father of two children. He'll appreciate your brickbats, bouquets, and just plain reactions. Your letters help an editor more than you know to make this magazine more useful to you.

Lyman J. Noordhoff

COVER PICTURE

Extension's entire program depends on close-knit cooperation among experiment station scientists, extension "extenders" and citizens—rural and urban. Here a scientist and industry representative inspect test plots at the annual Vegetable Crops Field Day, Davis, Calif. Some 300 key growers and extension people who attended will pass on new know-how to growers all over the State.

The *Extension Service Review* is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. Use of funds for printing this publication approved by the Director of the Bureau of the Budget (July 31, 1955).

The *Review* is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50, foreign.



"Great Decisions ... 1957"

by ROBERT BIRDSALL,
Agricultural Information Specialist



Mr. and Mrs. M. Birch, Summit, Ore. review Great Decisions "fact sheet" with Warren Rovetch, regional director, Foreign Policy Association.

"**G**REAT Decisions . . . 1957"—a stimulating excursion into foreign policy—swept down the backroads of Oregon last winter, carrying strong implications of how Extension can serve.

Skeptics raised eyebrows when Great Decisions launched out into the countryside. Despite advanced billing as grassroots, informal discussion of world affairs for "housewives, lawyers, bus drivers" et al, to some it smacked of organized mental gymnastics for the experts.

The skeptics miscalculated people's underlying hunger to know more of what is going on in the world. More than 4,000 assorted Oregonians in 22 of the State's 36 counties formed some 300 small, informal discussion groups. Armed with fact sheets they met once a week for 8 weeks to probe the 8 crucial foreign-policy issues selected as most urgent in 1957.

"We understand the interest," said Oregon State College Extension Service administrators. Tooled up for a run-of-the-mill service, Extension learned it had tapped a new reservoir where old measuring sticks didn't work. Rural and urban interests flowed together in unpredictable patterns.

Leaders have seen it coming—this

new dimension for Extension with its rural-urban scope and need for more flexible skills by extension workers. In the case of Great Decisions, however, both extension folk and the people served found that discussing something outside crops and cooking was not so forbidding.

There were few good answers as to why Decisions blossomed fully instead of just making stunted growth as predicted. Some attributed it to the pressures of international tensions that drive people to do something, if it's only talking out the problems.

Began in Oregon

Great Decisions had its start in 1955 with Oregon picked as the pilot State. Programs have now been set up in eight other States, primarily in urban areas. Last winter the Christian Science Monitor described it as "on its way to becoming a national phenomenon." "By the end of 1957," the Monitor predicted, "approximately 5,000,000 Americans in 24 States will have participated. . . ."

The idea began with a conviction of the Foreign Policy Association that people the country over needed information on international affairs to sharpen their thinking on critical issues.

The concept was basic to democratic education: Get enough people thinking hard enough about a prob-

lem and commonsense will be squeezed to the surface.

The Foreign Policy Association—a nonpartisan, nonprofit organization founded in 1918—takes no position on specific issues. It seeks rather to stimulate interest and provide information; it discourages political bias in discussions.

Discussion issues selected for Great Decisions . . . 1957 were:

1. How should U. S. compete with Russia?
2. What U. S. policy for Europe?
3. What U. S. stakes in Middle East?
4. Should U. S. deal with Red China?
5. U. S.—for or against "colonialism?"
6. Are "neutralists" against the U. S.?
7. What U. S. military strategy in the nuclear age?
8. How much trade—how much aid?

In cooperation with the World Affairs Council of Oregon and volunteer committees, the FPA set up the first communitywide Great Decisions programs in 1955 in four of the State's urban centers.

Extension Service came into the 1957 program by direct mandate. Rural people had caught fringe benefits of the program for 2 years: FPA-prepared background information on

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FARM and HOME DEVELOPMENT

calls for careful family counseling

by MRS. GENE S. MOODY
Associate Editor

VIRGINIA farmers, with county agents and Extension Service specialists beside them, are doing some sober figuring these days.

It is the Farm and Home Development Program in action—a program which by and large is making specialists out of generalists, and generalists out of specialists, and helping each person see the other fellow's side of the question a little more clearly.

Farm and Home Development, as

defined by Virginia economists and home management specialists who have been given the primary responsibility for the program, is an "intensified effort directed at careful counseling with a limited number of rural families." The purpose is to help these families improve their planning and management by making adjustments in their system of farming and home-making. It seeks to help families improve family living, increase net



A new silo this year figures in the Farm and Home Development plan on the Wilbur Munford farm in Amelia County.

income, obtain greater economic security, and improve their attitudes, appreciations, and values.

This is a tall order. And a lot of special training has gone into getting the program under way.

A committee on training personnel was appointed early in the program. It was responsible for determining what should be taught, how and when it should be done, who should do it, and other details of the training program.

Training School

The first weeklong school for extension workers on Farm and Home Development was held at Virginia Polytechnic Institute. Training in procedures was given specialists and all county workers of the 15 pilot counties, administrative staff members, and specialists in farm and home management by members of the resident teaching staff.

The pupils received background information on aims of the program, principles of farm and home management, and the like. A nearby farm was selected for specific study. Essential data for both the farm and home had been prepared, and in laboratory sessions the pupils chewed pencils and figured plans and alternate plans. An adviser was assigned to each group, and reports of alternatives on the farm and in the home were pre-



The old and the new homes on the Munford farm are graphic examples of the progress being made in the Farm and Home Development program. County personnel advised the family on house plans, as a result of individual training received from housing specialists and participation in FHD workshops.



A new enterprise on the Thomas Martin farm in Montgomery County is small fruits. Here Mr. and Mrs. Martin are picking the first strawberry crop.

pared and presented to the entire school for discussion.

After the first school came a series of district schools, similar, but streamlined. In the early schools, data on specific farms were furnished to the agents. In later district schools, the agents themselves got the data and followed through with cooperating farmers.

Progress May Be Slow

Virginia specialists working with the program stress that this preplanning may take a long time with certain families. Progress may be slow, but that is to be expected in a long-range project. You can expect all kinds of results; some farmers have actually left the farm after analyzing their situation.

All of these facts, and many others, have been stressed by the specialists who worked intensively with the agents after the schools. Periodic exchanges of ideas were made possible after several months of experience in 1-day district meetings.

The specialists also have helped the agents conduct schools for the farm families. They have considered production costs, social security, farm and home accounts, a host of other topics related to the farm and home as a unit.

The program has had some unexpected sideline benefits. Kenneth Loope, associate agricultural economist, and Amelia Fuller, home management specialist, say specialists are now working more as teams. "We are

steering away from blanket recommendations, and all specialists are becoming more aware of the economic implications of farming," Loope says. The county agents, too, are tending more toward tailor-made recommendations for individual farms.

A Team Approach School

A school for farmers and homemakers held in 1956 in King William County was an example of this team approach. County Agent D. J. Kelly called it a "pure experiment" for them in the approach to helping the farm family look at its holdings as a complete unit, rather than piecemeal. Kelly outlined scope and aim. Loope talked management principles and procedures. J. E. Rouzie, King William County soil conservationist, discussed land use. Miss Fuller spoke on the principles of home management. On hand also for advisory work was John F. Shoulders, VPI agronomist.

Variations on this theme are being played throughout the State. And although arriving at the best solutions for a farm family is not a simple business, things are looking up in

Farm and Home Development.

The 1956 school was so successful that it was repeated in 1957 in King William, with some changes in personnel. Mrs. Ocie O'Brien, another specialist assigned to the Farm and Home Development program, discussed home management principles and installment credit. Loope was again on hand. And the second day the two delved into such subjects as income tax, food and clothing dollars, feeds and feeding, and depreciation of equipment and buildings.

From the beginning, shortages and changeovers in personnel have been a big problem.

Training is a continuing process, but even though new agents are being trained through personal counseling, the program is slowed down considerably as experienced workers leave. Generally, assistant agents are assigned to the program. Yet turnover is greatest among assistant agents.

Montgomery County is one of those counties in which progress has been sporadic because of personnel changes. But the agents there can point to some very real accomplishments

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Mrs. Thomas Martin (left), rural homemaker of Montgomery County, and Mrs. Kate E. Hoge, county home demonstration agent, are looking over the stone work which Mr. Martin, himself, put on the outside of their old pre-Civil War house as part of their long-range improvement plan.

The Blend's the thing in Program Development

by V. JOSEPH McAULIFFE,
Assistant State 4-H Club Leader

HAVE you ever watched a professional artist paint a picture? What did he start with? A brush and palette, an assortment of paints, a piece of canvas, some knowledge of the basic principles of color and balance, a subject, and past experience. He "sees" his picture on the canvas before he starts. Then, by careful blending of the few basic colors, a skill learned through his past experiences and training and hours of practice, he ends with a truly fine picture of the subject he chose.

What would happen if you or I, using the same tools and colors, tried our hand at painting? Probably we couldn't visualize our subject on a flat piece of canvas quite as well, and we probably would have plenty of trouble blending just the right amount of each basic color to get the shade we desired. With some training and ample practice most of us could paint a picture that would be at least recognizable. Very few, if any, could be another Rembrandt but certainly most would be better than a rank amateur.

Agents Are Creative, Too

What has all this to do with program development in extension work? It is quite closely related. Have you thought of the successful county extension agent as being a truly great artist? No, he doesn't use the artist's tools or have an oil painting at the end of the day, but the extension agent is creating—using the tools of his trade.

The agent's main job is to see that

an extension program, based on the needs of people in the county, is formulated and carried out. What does the agent doing such a job have to work with? He has a wealth of statistical information available from the State College, the census, and the county annual report.

He also has the people in the county all interested in anything that will affect them, many with a great store of knowledge. He has the land-grant college and the U. S. Department of Agriculture with the subject-matter specialists, program leaders, and a backlog of research information. He has surveys, meetings, visual aids, personal observation, home vis-

its, and many more methods.

And the trick to using all this? It is the proper blending of all the resources and people to come out with a well-rounded, realistic county extension program. It is in this blending that the State staff can be of greatest assistance to the county agents.

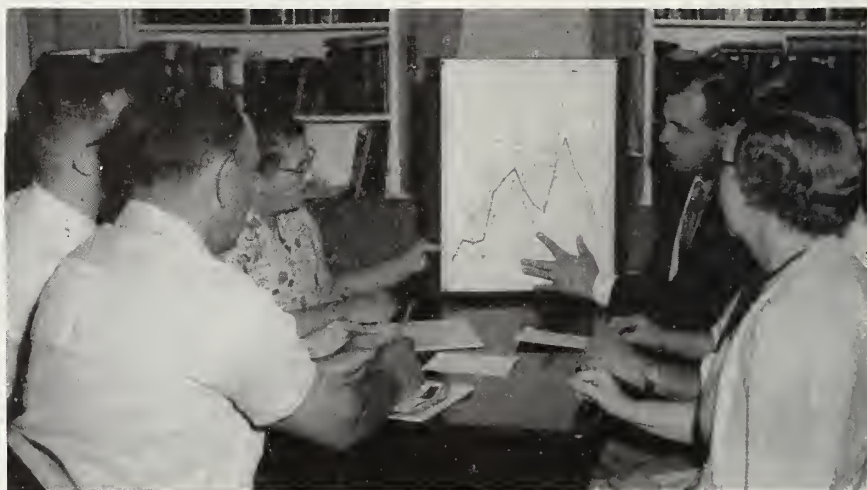
In each county of New York State, for example, there is a volunteer group of 23 persons known as the County Extension Service Board of Directors. This board consists of a president, a representative of the county board of supervisors (local governing body), and 7 representatives from each of the 3 departments—agriculture, home demonstration, and 4-H Club.

Lines of Responsibility

It is the responsibility of each department and its agents to develop a program for its line of work. The board of directors must pull the three departmental programs together to form an Extension Service program for the county. The seven representatives in the Department (the executive committee) need to know their jobs. Once knowing, they need to assume the responsibilities of the job.

County 4-H Club agents and 4-H Club executive committee members have expressed a desire for help in

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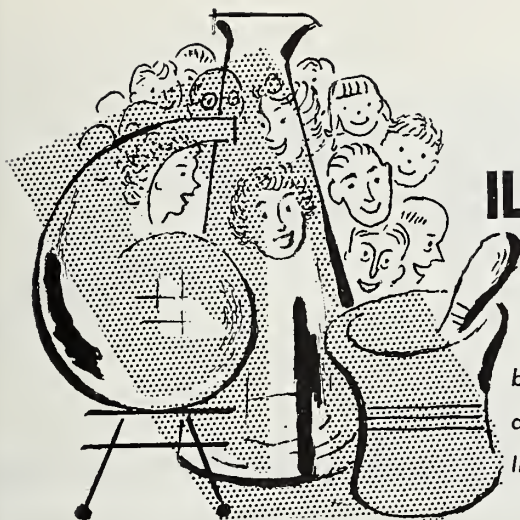


Joe McAuliffe (third from right) discusses with the Chautauqua County 4-H Club executive committee the recent trends in the enrollment and completion of the county 4-H foods project. The State 4-H Club staff assists the county staffs with securing necessary information to help them set long-time goals.

ILLINOIS improves

RURAL HEALTH

by PAULINE N. BRIMHALL, Extension Health Education Specialist,
and ELIZABETH DEAN, Regional Health Education Consultant,
Illinois Department of Public Health



In Illinois, and across the Nation, professional workers and citizens are working shoulder to shoulder, to meet the growing public health and social problems of our modern society.

There is increasing interest among communities, counties, and organizations in doing things for themselves on the basis of their own analyses of situations and their own goals and hopes.

With this trend toward greater citizen participation there is a compelling need for professional leadership in the organization of all groups actively engaged in health work in order to move more rapidly and effectively toward the most important health goals.

In Illinois, three main agencies and organizations are vitally concerned with the health and welfare of rural people: (1) The Illinois Department of Public Health, (2) University of Illinois, Extension Service in Agriculture and Home Economics, and (3) Illinois Health Improvement Association.

Need for Unity Shown

The need for these groups to work more closely together has been brought to focus in recent years as a result of two main developments: (1) the program projection approach to extension work in the counties, and (2) the H.I.A. movement in Illinois.

Two problems which county extension workers are encountering in the

program projection approach to extension work in the area of health education are: (1) The lack of local public health services, and (2) lack of specific health facts. Only 28 out of 102 counties in Illinois have county health departments. Health facts, by counties, are not readily available where there are no local health departments.

Sound Grassroots Approach

Since 1948, 80 counties out of 102 have organized health-improvement associations. These newly organized groups, most of which are now incorporated in the Illinois Health Improvement Association, were organized through the county Farm and Home Bureaus.

The organization of the county H.I.A.'s has not only made it possible for rural people to obtain health insurance on a group contract basis, but their influence in stimulating community interest in the improvement of rural health has been steadily growing and expanding. The H.I.A. movement in Illinois is becoming nationally recognized as a sound grassroots approach to community health improvement.

These problems and developments clearly point up the need for closer cooperation at the State and county levels, not only between Extension and Public Health, but with the county health improvement associations, home bureaus, farm organizations, and other citizens' groups ac-

tively engaged in community health improvement projects and activities.

In March 1957, an important first step was taken when three joint health meetings were held in 21 counties of the northwest region of the State. These meetings were jointly planned and sponsored by county and State representatives of the Illinois Department of Public Health and the Extension Service in Agriculture and Home Economics, University of Illinois.

At each meeting, about 35 public health and extension workers from 7 counties met to explore ways in which they could work together for the improvement of rural health.

Agencies' Roles Explained

The main objectives of the joint health meetings were to acquaint county public health and extension workers with the personnel, goals, functions, services, and programs of each agency, and to identify some of the major health problems and needs in the counties.

At each of the meetings, Dr. Jackson P. Birge, health officer of the Illinois Department of Public Health, northwest region, discussed the basic philosophy and concept of public health, and the role of the health departments in improving rural health. The goals, framework, and jurisdiction of the State, regional, and county health departments were explained. The extension health education specialist discussed the organization

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Year-Round Job with a Big Push

by R. WAYNE ROBINSON
Extension Specialist in
Marketing Information



Jan. Feb. March April May June July Aug. Sept. Oct. Nov. Dec.

How should we do outlook work? Should a big effort be made to disseminate the most up-to-date information before the beginning of a new year—or should we consider outlook as a year-round job with emphasis at the end of the year? In Kansas, we attempt to do both. We consider dissemination of outlook information as a year-round need, but we emphasize it more during the periods when farmers have to make production and marketing decisions and when information becomes available on economy's performance near the end of the year.

We feel fortunate in Kansas because of the excellent cooperation between the State Extension Service, the various departments of the Agricultural Experiment Station, and the United States Department of Agriculture. Collection, adaptation to State and local conditions, and dissemination of outlook information require the cooperation of many people.

Fall Training Meetings

Farmers face many important production and marketing decisions concerning crops and livestock during the summer and early fall months. Therefore, outlook training meetings are scheduled with county extension personnel in September and October. The extension marketing specialists and consumer education specialists gather, assemble, and analyze the latest outlook information in cooperation with members of the department of agricultural economics. They

present this information to county extension personnel in district meetings over the State during the fall months. The information covers the outlook for the remainder of the year and prospects for the coming year.

In connection with the 1-day discussion program at the district meetings, extension specialists prepare and distribute handbook material containing a brief review of the outlook, together with supporting statistical data. This material is designed to give the county agent and other county personnel an up-to-date picture for conducting county outlook meetings.

Specialists obtain information for these meetings from periodic publications of the Agricultural Marketing Service and the Agricultural Research Service, and current material from the various Federal extension specialists in Washington. When more complete annual data become available after the National Agricultural Outlook Conference, the State extension specialists check and revise the handbook data and mail the necessary corrections and additions to the county extension staff.

In addition to the county and community meetings held by the county agents during the fall and winter



R. Wayne Robinson, extension specialist, (left) and Wilton Thomas, Dickinson County agent, look over the outlook publications available to county agents to keep farmers informed of changes and developments throughout the year.

months, extension specialists devote a part of other meetings throughout the year to discussion of outlook. Specialists also devote a major proportion of their press releases and radio talks in the winter months to outlook information.

Outlook Uses Many Media

But, if outlook is to be considered a year-round job, provisions must be made to keep county personnel and the public informed of changing conditions and new developments throughout the whole year. This is accomplished through periodic publications, radio talks, news articles, and special articles in newsletters to the county agents.

Some 30 years ago, the Kansas Agricultural Situation was originated by the members of the department of agricultural economics as a monthly report to provide farmers with information on factors affecting prices and probable price trends. This publication is devoted to a discussion of the general business situation and the outlook for major farm commodities, including probable price trends 3 to 6 weeks ahead. The Marketing Information for Kansas Farmers presents a more detailed, longer range outlook, by commodity or subject, for 6 to 12 months ahead.

Each week one of the four extension marketing specialists prepares an article entitled Looking Ahead in Farm Marketing, which is released by the department of extension information to daily and weekly newspapers throughout the State. In addition, each marketing specialist gives a 7-minute radio talk over the college station each month concerning current developments in marketing and agricultural outlook.

Since market conditions and the agricultural outlook can change rapidly, a third publication, a mimeographed newsletter entitled Kansas Market Comments, is prepared weekly for radio and limited distribution. Designed to supplement the Kansas Agricultural Situation by reporting changes in market conditions and outlook before the next issue appears, it also includes articles of general interest to farmers.

As a special service to county agents only, two features, Tips Be-



Norman Whitehair, grain marketing specialist, presents the outlook for wheat. In his demonstration he uses cards and empty (to begin with) proportioned plastic tubes which he fills with wheat to indicate production, imports, and carryover. These in turn are dumped into the supply tube, which they fill.

tween Thee and Me, and For What It's Worth, are included in the monthly mimeographed county agent's newsletter with other outlook information. These columns contain the personal opinions of extension and research specialists regarding the outlook for profitable projects, and price highs and lows.

Keep People Informed

All these methods are used to keep farmers, homemakers, and other people interested in agriculture up-to-date throughout the year. Discussion of outlook at other meetings on the local, county, and district levels throughout the year also helps to keep people informed of the current situation.

How are these publications used at the county level? For an example, let's take Wilton Thomas, county agent of Dickinson County. Thomas conducts county outlook meetings each fall following the district training meetings for county personnel. He then uses the periodic outlook reports in keeping Dickinson farmers informed of changes and developments throughout the year. Receiving Marketing Information for Kansas Farmers around the tenth of the month, then he writes a letter to farmers relating the applicability of this

report to the local situation. Finally the Marketing Information, accompanied by his letter, is mailed directly to farmers.

Agricultural outlook and marketing information is a dynamic subject, changing constantly. Farmers must make production and marketing decisions throughout the year. We extensionists in Kansas feel that it is our goal to keep them provided with the most up-to-date information available.

CALENDAR OF EVENTS

OCTOBER

National Association County Agricultural Agents—Oct. 13-17, Boston, Mass.

National Safety Congress—Oct. 21-24, Chicago, Ill.

National Association of Home Demonstration Agents—Oct. 22-25, Minneapolis, Minn.

NOVEMBER

American Association of Land-Grant Colleges and State Universities—Nov. 11-14, Denver, Colo.

Outlook—Nov. 18-22, Washington, D.C.

Farm-City Week—Nov. 22-28

Great Decisions

(Continued from page 187)

issues that appeared in the metropolitan press; TV panels of political science professors and city home-makers delving into the issues; radio roundtables; and word of mouth.

In the summer of 1956 the Oregon Home Economics Extension Council voted to help bring the program into rural communities. Oregon State College Extension Service was called upon to "extend." Associate Director Frank Ballard agreed that it would.

Seldom have more cooks stirred one stew with more success. It gave half a dozen organizations enough "small decisions" to test cooperation to the limit.

While Extension was setting up machinery for blanketing the counties, the World Affairs Council of Oregon was doing the same for metropolitan Portland. Cooperating with both was the General Extension Division of Oregon's State system of higher education. Along with FPA, General Extension prepared and collected background materials for discussion groups, TV and radio shows, and newspaper articles.

The State library and its affiliated librarians saw a golden opportunity to stimulate book reading. The State education department saw a chance to tie the public school and the home closer together. While parents were gathering in small groups, usually in a home, their high school age children in many communities were discussing the same issues in current affairs courses.

New Problem for Extension

For Extension, it meant dealing with a clientele beyond the beaten paths of field tours, farm visits, and home demonstrations. How to help people help themselves to Great Decisions? Established community leaders on Extension rolls might or might not be standard-bearers. Often they weren't.

The task of finding these "faceless" leaders was assigned to Mrs. Maud Walker, OSC extension specialist in group development. The strong supporting role of administration was

provided by Mrs. Mabel Mack, assistant director of Oregon Extension. Wherever a glimmer of interest burned for Decisions, they were there with more fuel.

Organization of community committees began shaping up in November. County agents were established as links to volumes of background information on the eight foreign policy issues scheduled for 1957. Available materials and aids included booklets, bulletins, book lists, film sources, lists of speakers, radio and TV aids, and—probably most important—fact sheets on each issue that FPA up-dated just before Decisions got underway January 20.

Timing was of the essence. To help guide its trial balloon into rural Oregon, FPA assigned its Western States' director, Warren Rovetch, full time to Oregon for a 6-month staging program and followup.

Extension's role did not end with helping groups organize and channeling study materials to them. Each of the eight fact sheets carried an "opinion ballot" on which individuals could register convictions following each discussion session.

Ballots were mailed each week to Oregon State College where Extension tabulated them and forwarded the results to congressional representatives in Washington, D. C. and to the State Department.

Effect of Ballots

How much does such citizen opinion influence foreign-policy making? Both President Eisenhower and Secretary of State Dulles have endorsed Great Decisions as an effective and typically American way for citizens to inform themselves on foreign-policy problems.

Actual weight of the balloting is a moot question. More important perhaps is the democratic doctrine that makes education and eventual policy inseparable. Meanwhile, balloting jells ideas and gives framework to the discussions. Results of the Oregon vote compiled at Oregon State College were published in newspapers throughout the State.

In May, a Foreign Policy Association delegation headed by President John W. Nason from FPA headquarters in New York City met with rep-

resentatives of Great Decisions sponsors in Oregon to evaluate what Nason described as FPA's most successful program.

The scoreboard that attracted and held 4,000 persons into discussion groups read:

More than 5,000 inches of Great Decisions news copy from a partial clipping of Oregon newspapers. Editorials were common in communities where interest ran especially high.

Twenty-four radio stations in 17 counties carried taped recordings on each issue, featuring discussions by experts in the field and prepared at State-operated KOAC radio on the Oregon State College campus.

Four television stations carried live programs weekly during the 8 weeks, plus one introductory program. Extension Service and General Extension prepared introductory film strips for each telecast.

Thirteen films for group meetings circulated to counties and another 26 were available at the State system of higher education's film library at OSC.

More than 2,000 sets of fact sheets were used during the 8 weeks.

What was Extension's own evaluation at the program's end? It isn't a job that can be tackled piecemeal from the State office. A sizable task force must jump in with both feet.

Oregon experience indicated that this type of discussion does not fit readily into programs of established organizations in a community. It was better adapted to specially organized discussion groups set up for this express purpose.

One county extension agent described Great Decisions as a "unique educational experience that didn't meet any resistance."

Of prime importance to Extension was the experience in serving a program dealing with public policy. As the main implementing force in reaching new publics, Extension learned techniques that may readily be adapted to any future broadening of the extension base.

Meanwhile, enjoying the realization that "nothing succeeds like success," Oregon Extension is willingly committed to a bigger program for 1958.

"HURT'N" PROBLEMS—

7 Specialists Help Solve Them

by LLOYD A. CLEMENT, Better Farming Agent, Uintah County

ON October 17, 1956, Better Farming for Better Living became two years old in Uintah County. Sixteen members of the better farming advisory committee guiding the program met in a 2-hour session evaluating the work that had been accomplished, reorganizing the basic approach to this method of extension teaching and setting up a renewal program based on past experience.

The new program was to emphasize the fundamentals of Farm and Home Development basic to development and management. These three principles are basic:

1. There is no substitute for individual aid to the family by extension personnel.
2. Every farm must have a master operating plan to be effective.
3. Certain information is needed for the development of a good farm plan:

Soil—its capability.

Water—amount available, efficiency of use.

Cropping system to fit soil capability.

Livestock program to utilize cropping program.

General farm management know-how.

Defining the Plan

The committee tried to define a farm-family plan. They felt the master farm-home plan removed itself temporarily from the farm, as such, by looking to objectives or goals the family wished to achieve for themselves, such as retirement, education, new home investment, and family partnerships. The farm plan then becomes a more tangible thing by producing income and satisfactions which make it possible to achieve the family goals. The farm plan is also

more or less a short-time program geared in the long run to an overall family plan.

With this concept of a farm and home plan in mind, the committee found the work had produced only the short-run plan to that date. Even this was not complete in all cases, since basic production relationships had not been fully explored.

New Program

To correct these situations the advisory committee prepared a 4-point program:

1. Give Training in Soil and Water Relationships. Organize and conduct training workshops in the field with farm operators immediately, i.e. in October 1956. The purpose of these workshops is to train the co-operators in soil and water principles and management. Specialists in soil and water conduct one meeting with all operators to dem-

onstrate basic soil and water relationships. At the close of this meeting three groups of men are formed, each led by a specialist and paired off and equipped with 4-foot soil augers, clip board, paper and pencil. Each group is selected by community or area so they can work on each other's farms.

On each farm the soil survey of all crop land shows:

Type of soil—to 4 feet.

Water holding capacity.

Water content—for each foot.

Estimated amount of water needed to fill soil to capacity.

Completion date for this phase—before spring work begins for the 1957 crop year.

2. Develop Farm-Family Plan. Through individual work with co-operating families and the better farming agent a definite procedure, labeled "needs, wants, hopes" and worked out by the extension farm management specialist, is used. This is where the "hurt'n" problems and the "gap" problems are separated. Family objectives are then given priority as to how hard they "hurt."

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State specialist demonstrates water holding capacity of soil at first general meeting of all 58 cooperators. Each man brought a quart of soil.

"Hurt'n" Problems

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This is developed by the family members, guided by the better farming agent and home demonstration agent, using a large chalk board so all can see what is going on. The home agent records the details so a permanent record can be kept.

After priority is established on the "hurt'n" problems, an analysis is made of the top three. Here alternative programs for reaching each goal are explored and the family decides which it will follow.

This phase is to be initiated after freezing weather stops the soil survey work and is to be completed before the 1957 spring work begins.

Planning Cropping System

3. Integrate Cropping Program to Soil and Water Conditions by Field. This phase requires the use of an agronomy and irrigation specialist. The soil condition and characteristics are now known by field. The problem is to plan a cropping system best adapted for the field and water available. It is necessary for the farm operator to know how much water a certain crop uses and how much is available, also what type crops are adapted to the particular soil.

This phase is also worked largely on a group basis moving from farm to farm. It is successful because the operators understand simple soil, water, and plant relationships. The time table for this part continues through the fall of 1957.

4. Integrate Livestock Program to Utilize the Cropping System Best. A livestock specialist works on a group basis from farm to farm, utilizing existing evidence of good and poor livestock programs. Also involved in this phase is the extension economist, pulling the farm and family plans together into a master operating plan for the unit. This phase is scheduled for the winter of 1957-58.

Results to Date

To date, 18 farms have completed phases 1 and 2. The soil survey work proved highly successful because members of the survey crews, work-

ing through bitterly cold days, had some enthusiastic discussions on unexpected soil conditions found from farm to farm. When the work started in March of 1957, interest was very high regarding the depth that winter moisture had penetrated. The men also asked questions about water measurement, length of run and penetration rate.

This is the type of training these operators will get from the irrigation specialist and better farming agent during 1957.

Rural Health

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of the Cooperative Extension Service in Agriculture and Home Economics at the Federal, State, and county levels, and defined the role of the Extension Service in health education.

Channel, Not Source

It was emphasized that the Extension Service is a channel for health education, not the source. The extension worker acts as liaison, interpreter, and coordinator between the Department of Public Health and other health agencies and organizations.

Major problems discussed by public health personnel at each of the meetings included: A Sewage Disposal Program for a Suburb and Rural County Area, Dental Health, Immunization, Lack of Health Records, and Rabies: Animal and Human Aspects.

After these presentations, the public health and extension workers broke up into groups to discuss what each county could do about solving these problems. The questions were asked: "What do extension and public health workers do after these meetings—

- (1) Where there is a county health department?
- (2) Where a county is interested in establishing a health department?
- (3) Where there is no county health department?"

Each group then reported on their deliberations and the public health consultants commented on the reports.

Dr. E. J. Niederfrank, extension rural sociologist, Federal Extension

Service, pinpointed various suggestions on how Extension and Public Health can work together to improve rural health.

Six Ways To Cooperate

The joint health meetings brought out six ways in which public health and extension workers can cooperate:

- (1) Help people think in terms of problems instead of projects.
- (2) Involve many people in identifying health problems.
- (3) Help people know their health resources.
- (4) Help people understand the qualifications of public health and extension personnel.
- (5) Help bring together professional and lay groups to plan and develop more effective health programs.
- (6) Help people see that time and patience are needed to achieve long-range community health goals.

Although the objectives could not be fully realized in one series of meetings, the results were most encouraging. There were some tangible and immediate results. For example, at the meeting in Peoria, county extension workers made arrangements for the department of public health to present the problem of A Sewage Disposal Program for a Suburb and Rural County Area to the joint extension council in Peoria County on the following day. The Peoria County home adviser has been invited to serve as coordinator of the health tent at the county fair in which all the local health agencies exhibit.

At all of the meetings there was considerable discussion regarding the problem of getting factual data on the immunization status, incidence of animal-man diseases, and other pertinent health information, by counties, and how such information could be obtained by the people locally or how it could be made available to county extension workers from the State level.

As a followup of the joint health meetings, representatives of the Illinois Department of Public Health, the Cooperative Extension Service, and the Illinois Health Improvement

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Scientist, agent, and farmer prepare to seed 6 onion varieties. A few weeks later neighbors can "learn by seeing" differences among varieties.

IN the information pipelines that run between research workers and farmers in California, it isn't always easy to tell where the Experiment Station ends and Extension begins. In many cases extension personnel participate in experiments, and station staff members extend their activities into the field. The California farmer is a cooperating third in this partnership which flourishes in a State where more than 250 commercial crops are grown and gross farm income last year was \$2,813 million.

Interdependence is inevitable in a university which has 34 agricultural departments on 4 campuses, 500 miles apart, and which does research on 17 field stations ranging from Oregon to the Mexican border, and from below sea level to 12,500 feet above.

Interdependence is a fact, not only among the departments on the Berkeley, Davis, Los Angeles, and Riverside campuses, but also among the 600 professional staff members of the Experiment Station, the 459 professional members of the Extension Service, and the 120,000 farmers and ranchers of the State.

This three-cornered cooperation is promoted by close association. Most extension workers are farm advisers (county agents) stationed in the field throughout the State, although a number of extension specialists are located on the campuses and remain

in constant and intimate contact with experiment station personnel.

Each specialist is housed with the department which does the research in his field and which provides him with office space, secretarial help, and telephone. The specialist in practice works with the department staff, and participates in staff conferences and seminars, while administratively and program-wise he is under the director of extension.

Cooperation Has Many Angles

Station-extension-farmer cooperation begins at the planning stage. Station and extension people meet regularly with spokesmen for ranchers and farmers, organized into commodity advisory committees. California now has 11 such committees representing the growers of citrus, vegetables, field crops, deciduous fruits, grapes, cotton, avocados, flowers, and the nurserymen, the poultrymen, and livestock people. These groups inform the university of industry's needs for research and extension. Experiment station and extension personnel, in turn, inform industry of their activities and plans.

Once a definite research project is being considered, a committee of 5 or 6 university people is set up. Every one of the station's approximately 1,000 projects has such an advisory research committee, composed of people on the working level who often become part of the project. Generally, the extension specialist works with committees that deal with research in his field. This gives him

firsthand knowledge of the research underway and, in exchange, he has a chance to pass on to the research people his gathered knowledge of growers' needs.

There are many ways in which station and extension personnel cooperate to solve agricultural problems and keep farmers posted.

Field days, for instance, held on a campus or at a field station, are sponsored by a department and often are led by extension specialists. Other conferences held on campuses are sponsored by the station, Extension, or industry, usually with all three taking prominent parts.

Last year the main campuses for such conference activities, Davis and Riverside, held 44 such meetings, attended by some 10,000 people. Most popular was the farm and home conference, in which many departments, such as animal husbandry, agronomy, engineering, home economics, and several extension specialists and farm advisers participated, drawing 1,500 people.

Off-campus meetings are arranged by extension, and experiment station personnel participate, often as the main speakers. In 1956, more than 550,000 people attended some 15,000 such meetings throughout the State.

Extension personnel often cooperate in research and appear as co-authors of scientific articles with staff members of the experiment station. Last year, California Agriculture, the university's magazine in

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Rural Health

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Association, met in May 1957 to discuss the problem of community organization and to define further the roles of each agency in community health improvement.

At this meeting it was recommended that a working committee be appointed to further explore the problem of community organization at the county level. It was also suggested that the Illinois Health Improvement Association Advisory Board, which includes representatives from the three main groups concerned, could serve as the nucleus for the organization of a State health planning committee.

Such a committee could: (1) Provide an opportunity for citizens and professional workers to plan together to develop integrated State health programs, (2) serve as a clearing-house for county H.I.A. projects and activities, (3) encourage the consolidation of health facts by counties, (4) serve in a technical advisory capacity in the development of community health programs and assist in the preparation of educational materials, and (5) serve as a State planning committee for the next joint health meetings in the northwest region of the State. These are to be planned and sponsored by the Illinois Department of Public Health, University of Illinois Extension Service in Agriculture and Home Economics, and the Illinois Health Improvement Association.

Farm and Home

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ments. Throughout the training program, the need for alternate enterprises, fitted to the resources of the family, has been stressed. And T. M. Hepler, county agricultural agent, and Kate E. Hoge, home demonstration agent, have put the advice to work for their farmers.

For instance, there is the case of Mr. and Mrs. Thomas Martin, who, 2 years ago, retired to a 14-acre farm. Obviously, the opportunities for farm income were limited, but working with the Montgomery agents and with specialists from VPI, the Martins found a highly satisfactory answer—small fruits. "We have followed

the recommendations exactly," Mrs. Martin says, "and I couldn't be more pleased with the results."

Marketing the strawberries was somewhat of a problem until the Martins hit upon the idea of advertising "25 cents a quart—you pick." Trade boomed this season. They figure they sold around 3,000 quarts of berries from a field of 2,000 plants. Later came the raspberries and blackberries.

The Martins also do a thriving truck-garden business with their farm garden. Here again, the buyers come to the farm. Some expansion is planned, but not so much that two people on a small farm can't handle it easily.

The Martin house of pre-Civil War vintage also has been the object of Mrs. Martin's "new broom." They're taking improvements gradually. "I wanted some income from the land first," she says, but the kitchen has already been remodeled, partitions knocked out, and stonework professionally done on both the inside and outside by Mr. Martin. The house is comfortably livable, which is more than you could say for it 2 years ago.

FHD Reached 985

In 1956, in Virginia, Farm and Home Development reached 985 families. Help was given in identifying their problems and setting up goals, both long- and short-time. Pertinent outlook and marketing information, with a discussion of its practical application to each situation, was furnished 762 families.

An important phase was the financial planning done with 685 families. This planning included budgeting, keeping and using accounts, and wise use of credit.

Many families are interested in adopting improved farm practices as shown by the help received by 883 families in improving pastures, 444 in plant pest control, 506 in better feeding of livestock, and 800 in herd improvement. A total of 531 families asked for and received assistance in improving the soil productivity of their farms.

These improvements in farm practices are reflected in overall improvement in the total farm and home enterprises.

Blend's the Thing

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better understanding the role of the executive committee. State 4-H Club leaders, with the assistance of the visual aids department, were able to develop a flannelgraph which visualized the executive committee's position, especially in program development. This has been requested and presented at district as well as county meetings.

Long-Range Planning

In Chautauqua County, the 4-H Club agents and 4-H Club executive committee became interested in looking ahead and setting goals for a 5-year period. State 4-H Club leaders, assisted by members of the rural sociology department, directed the local people in obtaining, interpreting, and presenting the kind of statistical information they needed.

Information of a statewide nature was also provided. Various subcommittees worked on specific phases of the youth program, for example, conservation. Here, specialists from the college in wildlife, forestry, and soils and water were able to contribute. In another committee, longtime trends for the Nation supplied by the Federal Extension Service staff were redone by the State subject matter specialists and presented as longtime State trends with some interpretation for the county.

Blending Committees

In some counties as many as 20 subcommittees appointed by the 4-H Club executive committee, including 200 or more adults and youth, work on development of the county 4-H Club program. The State staff helps the county 4-H Club agents with subject-matter information and trends for practically all these subcommittees.

In a very few years Nassau County changed from a farming community to one completely urbanized. The county 4-H Club agents and local people, sensitive to the needs of the changing population, altered the emphasis of their program. Even now changes are taking place and committees are studying future needs.

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This "Triangle"

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which the station staff reports its research, published 116 articles, 24 of which were coauthored by extension men.

When it comes to more popular treatments of research reports, the experiment station and Extension cooperate as equal partners. While the strictly technical publications of the division of agricultural sciences of the university are issued by the experiment station alone, the more popular circulars and leaflets are published jointly by the station and Extension Service. As the majority of the publications are of the popular type, most of the university's agricultural publications are a joint product. During the first 6 months of this year, for example, agricultural services produced 33 publications; of these, 24 were issued by the station and the Extension Service jointly.

A rather new idea of station-extension-industry cooperation is the publication of a summary of all the work done by the university as a whole in one field. An example of this is the mimeographed inventory of research and agricultural extension work in cotton for 1953-1956 which lists, for the benefit of the cotton industry, basic and applied research and extension activities concerning cotton, covering the work of 12 departments. A similar publication of this type was published for nursery crops and floriculture, and one on weed control is in preparation.

Several departments publish mimeographed reports of station and extension work in which the two exchange and pool information and which go to a regular mailing list or are distributed to field-day audiences.

On the county level, the extension service and experiment station personnel not only participate in meetings with the farmers and field demonstrations, but run experiments on more than 7,000 plots which farmers all over the State put at the disposal of the university.

Here the research worker can demonstrate, under different local conditions, the practical results of his research. He may want to show the effects of new varieties of fertilizers,

insect sprays, or harvesting methods. Extension people and cooperating farmers are invited to see the results in the field. Here the division between experiment station and Extension practically disappears. It can be said that many experiment station people on the Davis and Riverside campuses do extension work incidental to research.

Cooperation Brings Results

This triangular cooperation has brought many happy results. Two years ago when the rice leaf miner unexpectedly attacked California ricefields causing a loss of perhaps \$16 million, a farm adviser from a ricegrowing county sent an S O S to an experiment station entomologist at Davis.

When the entomologist arrived at the ricefields, he found 100 ricegrowers waiting for him to tell them what to do. The number of anxious growers increased as they watched him work in the ricefields for 48 hours without a stop. When he had found a control, the word spread through the neighborhood. Extension carried it to all ricegrowing areas of the State. Commercial applications started 3 days after the insect was first reported in a ricefield.

When clubroot, a fungus disease, threatened California's \$5-million brussels sprouts industry, control was achieved on 250 acres by experiment station workers, farm advisers, and cooperating farmers. Farmers came, saw, learned, and went back to their fields to duplicate the control measures.

Cooperation on Insect Control

When the spotted alfalfa aphid invaded California, researchers were already working on ways and means of control, and had farm advisers briefed on the pest before it arrived. It caused \$25 million damage to the State's alfalfa fields within 3 years.

For years experiment station workers have studied controlled brush burning, reseeding the area with grass, and the effect of this procedure on cattle grazing, water supplies, wildfire hazards, and soil erosion. Station and extension personnel have been holding dozens of demonstration

burnings in order to put even this dangerous "play with fire" on a do-it-yourself basis.

Last year the Extension Service published a 44-page mimeograph in which 3 extension specialists and 17 experiment station men, working over a spread of 500 miles, pooled their findings and made the latest information available to many groups—alfalfa growers, farm advisers, agricultural commissioners, supervised-control entomologists, insecticide dealers and others concerned with alfalfa production in California. During the last 3 months, a half dozen field days were held, with experiment station and extension people talking to 200 growers representing 100,000 acres of alfalfa. Among other things, about a half billion aphid-devouring parasites were distributed to these growers.

In most emergencies farm people are the first to be aware of the seriousness of a problem, station workers most likely to have the basic knowledge on which the solution can be based, and Extension most helpful in putting into practical use the solution. It requires the continuous interplay of all three to succeed.

Blend's the Thing

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State 4-H Club staff members assist by becoming familiar with the county situation and by helping to relate these needs to the State extension policies and services.

Just as an artist cannot see his total picture when close to it, so it is helpful to the county extension program to get the perspective of someone a little way off. Sometimes taking that extra step back shows where the blend isn't perfect, where a little more of this or a little less of that will make a better balance in the program. A State staff member going from county to county and backed by the Federal extension workers is in an ideal position to help make the blend better.

To get the proper blending of statistical information, ideas of local people, information from subject-matter specialists, and research, takes real skill. This skill can be developed with practice and with the aid of an experienced observer.

MICHIGAN



Michigan Visual Specialist Duane Nelson pours liquid slate for homemade blackboards at Mewaygo Co. workshop.

DID you bring your imagination with you? This is the stock question of Duane Nelson, visual aids specialist in Michigan, as he opens visual workshops for local home demonstration leaders throughout the State. And, judging from the creations concocted in these "think and do" sessions, the women prove they come equipped with keen imaginations.

Starting out with a discussion of visuals and how you arrive at ideas for visualizing, Nelson sets off their imaginations by having the women think of different ideas for using the common snap clothespin. Answers range from clipping things on Christmas trees to drying photo prints.

The specialist then explains simple visuals that the women themselves (or with the aid of their husbands) can make and use, such as blackboards, flannelboards, magnet boards, burlap boards, mounting wax, sugar-treated chalk, and easels.

These sessions are also workshops, and work is precisely what the women do. During the afternoon they make blackboards. Flat pieces of double-thickness cardboard, which

the women glued together earlier, are given a coating of slate refinisher. By late afternoon, shiny, but yet-damp, blackboards are drying throughout the room.

While the blackboards dry and the work materials are picked up, each woman visualizes one idea for one of the lessons she has taught or will be teaching. Here's where imaginations get a real test.

by Rosemary Blackburn
Information Specialist

For take-home materials, leaders have their blackboards and printed material on "how-to's" for visuals, including instructions for making blackboards, flannelboards, and chalk.

Home demonstration agents are pleased with the opportunity for their leaders to have this visuals training; and the women—well, they're downright eager for this help in making their teaching more effective.



"Use your imagination," encourages Duane Nelson as he shows home demonstration leaders how to use many common household items for good visual props. Here he uses a bath towel over an easel to improvise a good flannelboard.